

# ALL ABOUT KERBSIDE RECYCLABLE COFFEE POUCHES



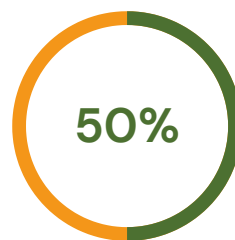
## 2025 NATIONAL PACKAGING TARGETS



of packaging to be reusable, recyclable or compostable



of plastic packaging being recycled or composted



of average recycled content included in packaging



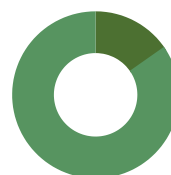
problematic and unnecessary single-use plastics packaging

## WHY KERBSIDE RECYCLABLE POUCHES?



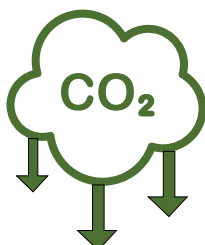
**1 MILLION  
TONNES**

of plastics packaging were placed on the market in Australia according to APCO's Australian Packaging Consumption and Recycling Report 2018–2019



**18%**

of plastics packaging were recovered. Only around 19,000 tonnes of them were flexible plastics according to APCO's Australian Packaging Consumption and Recycling Report 2018–2019. Recovery rate of flexible packaging is very low



**576,380 TONNES**

of CO2 emissions reduction could have been achieved if all landfilled plastic packaging had been recycled in 2018–19, at a weighted average of 0.7 tonnes CO<sub>2</sub> /tonne diverted to recycling



### Single-use Pouches (Multilayer plastics/foil laminated)



Containing layers made from aluminum or plastics derived from petroleum or gas



End up as waste in landfills, and unfortunately it takes 1,000 years for a plastic bag to degrade in a landfill



Weighted around 10% more per pouch, generating more carbon emissions in production and transportation



Gravure printing results in less intense colour on paper layers

### Kerbside Recyclable Pouches



Monopolymer containing over 95% recyclable PE/PP



To be conveniently placed at household recycling bins, increasing plastics recovery rate from home



Reducing the weight and achieving carbon emission reduction



Gravure printing brings rich colour, clear and bright and vivid image on film layers

## FINDING SUCCESS THROUGH SUSTAINABILITY

# \$0.10

Switching to kerbside recyclable pouches is not as expensive as you thought. Our kerbside recyclable pouches are averagely \$0.10 more per unit than that of single-use plastic/foil lined pouches! While you spend more on packaging, you will likely earn more customers



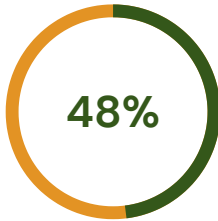
- Unit price of single-use pouches
- Unit price of kerbside recyclable pouches

With a rise in consumer awareness and affluence, coffee must be sustainable inside and out for increased profits, consumer growth, and brand loyalty



82%

of Australians value sustainable packaging, with environmental concerns driving their purchases according to Toluna Consumer Shift towards Sustainability 2021



of coffee launches made at least one sustainable claim and consumers around the globe are drinking coffee with a conscience in 2020 according to Mintel Global New Products Database

Brookfarm is the first to market with this innovation in kerbside recycling of soft plastics. With the environment at Brookfarm's core, this innovation is a significant step forward for them and the industry as a whole.

In the search for the packaging that has the softest touch possible to our earth while protecting the freshest protein crunches, Coastal Crunch found the kerbside recyclable packaging and roll the Roll 'N' Recycle program out in early 2022.

## SO, HOW DOES IT WORK?

### SPECIFICATIONS



<b>Sizes</b>	Customisable
<b>Materials</b>	Monopolymer, 95% recyclable PE/PP (5% allowance for barriers/inks)
<b>Printing</b>	Full colour printing, metallic ink
<b>Finish</b>	Matte/gloss varnish, paper touch finish, spot UV
<b>Oxygen Barrier</b>	Oxygen transmission rate $\leq 2.0$ (cm <sup>3</sup> /m <sup>2</sup> .24hrs)
<b>Moisture Barrier</b>	Water transmission rate $\leq 2.0$ (g/m <sup>2</sup> .24hrs)
<b>Other Features</b>	Recyclable zipper/valve
<b>Quantities</b>	10,000 (Digital printing available for a lower MOQ)



## STEP 1. CHOOSE PACKAGING MARKED WITH 'ROLL 'N' RECYCLE®

The innovative Roll 'n' Recycle® allows approved semi-rigid plastic packaging rolled into a 3-dimensional cylinder shape to be placed in your household recycle bin.



## STEP 2. ROLL AND STICK

Once pouch is empty, roll until you finish with a cylinder shape, and secure with the supplied sticker. Then the pouch can be classified as 'rigid' plastic as it is now self-supporting and will avoid landfill at the recycling centre.



## STEP 3. PLACE INTO YOUR RECYCLING BIN AT HOME

By rolling and sticking the pouch in place, it is recyclable via your household recycling bin and can be sorted correctly at a facility. The materials approved for Roll 'n' Recycle® pouches are widely accepted by Councils' recycling systems.

